

Antico
A N D
Trent

RUBBER
FLOORING

AMERICAN TILE & RUBBER COMPANY

TRENTON, N. J.

THE BEAUTY OF MARBLE
WITH CARPET COMFORT...

Amtico

MARBLEIZED RUBBER TILE FLOORING



ALL the deep richness and natural sheen of the world's finest marbles . . . all their patrician dignity . . . all their wealth of color — yet all the quiet softness and the resilient comfort of carpeting . . . THAT is Amtico!

Recognized a "quality" product in every respect, this modern rubber flooring . . . with its permanent life and sparkle . . . brings a new dynamic note to modern interiors. Custom "tailored" to blend with the style and feeling of each interior — residential or commercial — Amtico becomes a part of the floor . . . in fact, an integral part of the building.

You will find it decidedly to your advantage — and your client's advantage — to study the "virtues" of Amtico Rubber Tile . . . its rich-toned marble figurings . . . its practically limitless possibilities of design and color combinations . . . its almost unbelievable resistance to wear year after year. . .



Top: Note how admirably Amtico Marbleized blends with the rich, warm woodwork. A typical installation. First National Bank, Flint, Mich.

Above: Selling appeal in the floor! Amtico Marbleized—soft, resilient, colorful...and "designed." Installed by Otis Massey Co., Houston, Texas.

Right: More than carpet comfort, more than granite beauty! Amtico is likewise sanitary, easy to clean ...and quiet. Central Prison Hospital, Raleigh, N.C.



Amtico RUBBER TILE FLOORING is made from pure virgin rubber . . . and built DENSE throughout its entire structure. Consequently, Amtico withstands the endless march of feet, tramping, scraping, scuffing, year after year . . . and still remains fresh, unfaded, without a "walked" appearance or any visible sign of age. And this tight, compact construction likewise gives Amtico Tile its carpet-soft resiliency . . . prevents it from expanding, contracting or growing hard or brittle . . . keeps its surface impervious to dirt and moisture, always sanitary, always quiet. Amtico Tile can't help being thoroughly practical . . . easy, inexpensive to maintain!

Today Amtico Marbleized Rubber Tile is widely used in schools, homes, commercial and public buildings, bars, stores, churches, hospitals—in fact, wherever a modern floor unaffected by heavy foot-traffic is required. In short:

YEARS OF HARD WEAR CANNOT MAR THE BEAUTY OF *Amtico* MARBLEIZED *Flooring*

Amtico Marbleized put to a hard test . . . in one of New York's most popular rendezvous. The colorful bar and grill of the Hotel McAlpin. Flooring Contractors: L. Jones & Company, New York.

Not only is Amtico made correctly . . . by pioneers in the manufacture of rubber flooring . . . but it is LAID correctly. To install the products of the American Tile and Rubber Company, only contractors known for the precision of their work are selected.



WITH THE WIDE RANGE OF **Marbleized** COLORS
YOU CAN CARRY THROUGH ANY DECORATIVE
MOTIF . . . ANY COLOR SCHEME . . .



THE WIDE COLOR RANGE of Amtico Marbleized Tile opens to the architect and decorator a new opportunity to create interiors of unusual charm and character. For Amtico Marbleized textures and variegations are not ordinary . . . but possess colorings and effects decidedly their own . . . that blend well with any style architecture.

Amtico Marbleized Rubber Tile embraces a full color array . . . from a cool, frothy white-and-blue to a deep, warm "walnut" mixture. Combined with borders, feature strips and specially designed inlays, it insures interiors **BASICALLY** correct . . . **BASICALLY** handsome.

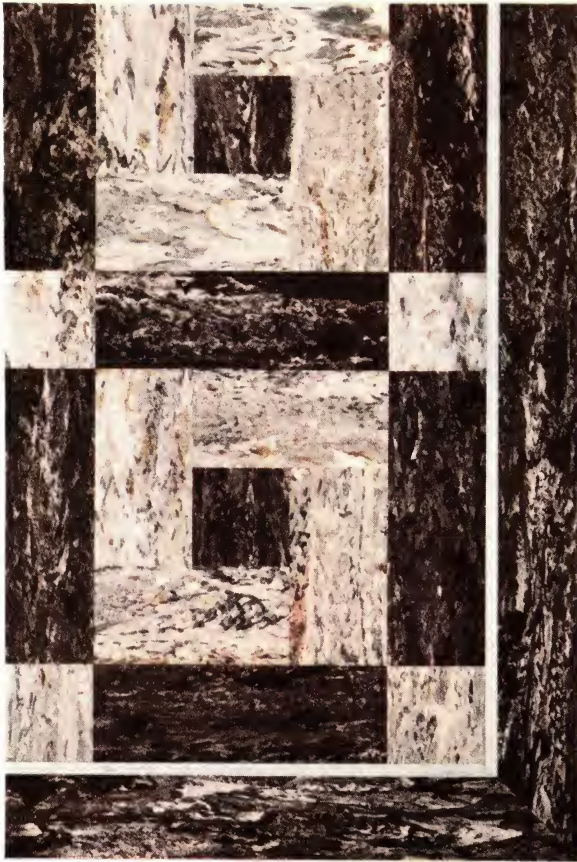
THE NEW SOFT SHADES

In addition to the standard patterns, we now offer Amtico Marbleized Rubber Flooring in eighteen soft two-tone shades. These creations are equally distinctive—especially the new Burgundy. Because of their quiet "feeling," and subdued colorings, they are recommended for more intimate interiors.

PLAIN COLOR TILES, too . . .

Sixteen brilliant Amtico Plain Colors offer the architect, decorator and contractor a wealth of opportunity for individual flooring effects. These Plain Colors are especially fascinating in combination with the Marbleized blends.

ALTHOUGH AMTICO RUBBER TILE IS DESIGNED FOR THE FINEST WORK, ITS COST IS MODERATE



Antico MARBLEIZED • FOUR POPULAR PATTERNS



Amtico

GRANITE TYPE

Rubber Flooring

THE BEAUTY OF GRANITE OR TERRAZZO . . . THE
RESILIENCY, THE NOISELESSNESS OF RUBBER



A typical Amtico "Granite" Floor . . . soft to the foot and the eye. . . . Providence (R. I.) Journal Building. Installed by Crooker Co., Providence.

Built DENSE — like Amtico Marbleized Tile — the Granite Type has the same carpet-like shock resistance, the same sanitary, noiseless, easy-to-maintain features. It likewise remains fresh, unchanged under the tread of millions of tramping feet. . . .

A PERFECT simulation of granite or terrazzo flooring—a simulation that defies detection by the eye alone . . . PLUS the soft-under-foot resiliency and quiet comfort of live rubber — and rubber's lighter weight, freedom from unsightly cracking . . . and its important non-slip advantage. Only Amtico can give you this "granite" floor . . . IN RUBBER.



Amtico Rubber "Granite" Tile is especially suitable for offices and public buildings. The Chicago ticket office of the South Pacific Lines, for instance, boasts a trim "granite" floor—with rich coloring and carpet-soft resiliency. Installed by Turner Resilient Floors, Inc., Chicago.



A splendid example of the wide adaptability of Amtico "Granite." Note how perfectly this modern floor covering accentuates the appointments . . . how easily it becomes a part of the picture. Installed by Crooker Co., Providence, in St. Bernard's Church, Rockville, Conn.

ARCHITECTS and decorators are finding Amtico "Granite" Rubber Tile a truly versatile floor covering. For wherever the aristocratic richness of marble or terrazzo is favored . . . churches, court-rooms, museums, office buildings . . . this modern rubber tile is proving its remarkable adaptability.

For new buldings, Amtico "Granite" is superb. With its striking color effects, its typical granite or terrazzo patterns, it is decidedly in step with present trends in decoration — especially the popular "modern classic."

In present structures, Amtico "Granite" is equally effective. It forms a striking setting for the "older" decorative styles. Its wealth of color and its smart combinations give new life to otherwise dull interiors.

Amtico Granite-type Tile is unconditionally guaranteed against disintegration or any change in its character. Floors laid over 10 years ago still retain their original sparkle even under severe wear.

Amtico "Granite" Rubber Tile Flooring is made in six standard combinations pictured at the right. However, when desired, we will create special effects.

Amtico

GRANITE TYPE RUBBER FLOORING IS EASILY INSTALLED IN NEW OR OLD BUILDINGS . . .



No. 15: Tyronne



No. 10: Barre



No. 16: Abyss



No. 1: Milan



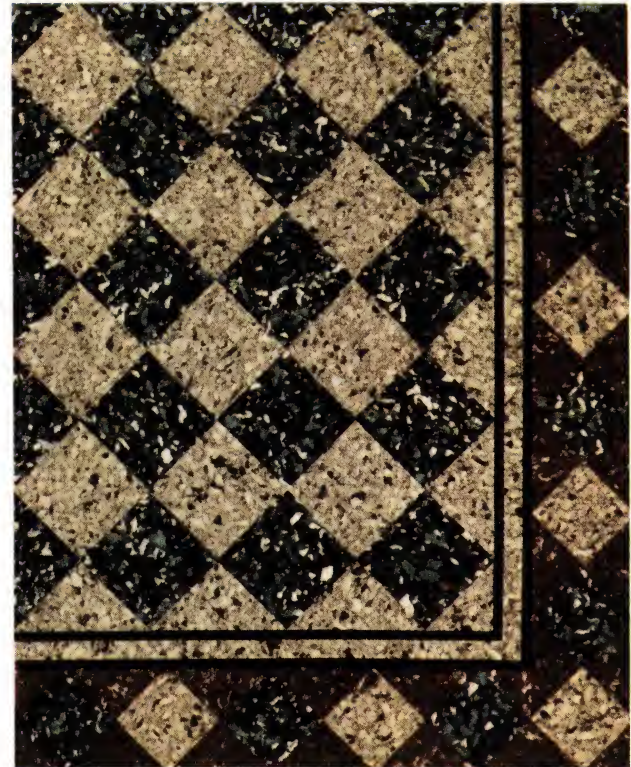
No. 14: Venice



No. 12: Truro



STUDY THESE 4 TYPICAL PATTERNS OF
Antico GRANITE TYPE *Rubber Flooring*



FOR SMART, COLORFUL FLOORS
THAT ARE NOT EXPENSIVE . . .

Trent SHEET *Rubber Flooring*



FORTUNATELY, this modern sheet rubber flooring plays a DUAL role: Not only is Trent built to retain its marble-like freshness under years of severe service — but its ingenious processing has reduced its cost to a surprisingly moderate figure.

For Trent Sheet Flooring gives you all the features of Amtico Marbleized Tile — the same rich sheen and “decorator” colorings . . . the same unusual textures . . . the same carpet-soft resiliency . . . the same resistance

to the tread of tramping feet . . . the same non-slip advantage. But because the installation expense is so low, the final cost is decidedly reasonable.

Consequently, Trent can be specified for both new and old buildings—homes, offices, schools, hospitals, banks . . . in truth, wherever its big “dual” features — permanently “alive” appearance and reduced cost — are both important factors.

Wide Range of **PLAIN COLORS**, too

Trent

SHEET RUBBER FLOORING REMAINS IMPERVIOUS TO WEAR . . . COLORFUL . . . BRIGHT . . . YEAR AFTER YEAR . . .

THE SECRET of Trent Flooring—its ability to hold its color and remain unaffected by hard, constant traction—is the way it is fabricated. Not only is Trent built DENSE throughout its entire structure—like Amtico Tile—but it adds an extra advantage: IT HAS A FABRIC BACKING.

Thus—with this special backing, this additional protection—Trent Sheet Rubber Flooring gives a tighter adhesion to the under-floor, an important point! . . . cuts and fits more easily . . . and stays "PUT."



Trent Rubber Flooring in a special design. Private dining room, Adolphus Hotel, Dallas, Texas. Installed by E. Y. Sanguinet Company.



Trent provides a basically correct background for this well appointed Cleveland office of the United Air Lines. Installed by Gellin Company, Cleveland.



No wonder Trent is so widely specified for interiors that otherwise would require a non-resilient type of covering! No wonder architects and decorators are favoring Trent for "difficult" installations with limited expenditures!

FOR WALLS . . . smart . . . colorful

New, easy to apply . . . Trent Rubber Wall Covering. The same rich colorings, the same fabric backing as Trent Flooring—but only 1/16-inch gauge . . . in a variety of smart color combinations. SAMPLES gladly.



For Years of Hard Service . . . 7000 sq. yds. of Trent Sheet Rubber Flooring in the new Public Lands Social Security Building, Olympia, Wash.



Trent Plain Sheet Rubber Flooring becomes an intrinsic part of this ultra-modern interior . . . the San Felipe Apartments, Houston, Texas.

NOTE HOW SMOOTHLY
Trent SHEET
RUBBER FLOORINGS
BLEND WITH THEIR
SURROUNDINGS . . .



Above: Trent Marbleized "follows through" the modern spirit in this interesting room.

Left: Trent Rubber Flooring is "tailored" to this colorful lounge, Penn Theatre, Washington, D. C.

IN THIS BROCHURE

We Present . . .

Amtico MARBLEIZED Rubber Tile

A veritable triumph in resilient floor covering . . . "the beauty of marble with carpet comfort" . . . in a wide range of rich textures. Also a group of softer two-toned effects widely favored for intimate interiors. Three thicknesses: $\frac{1}{8}$, $\frac{3}{16}$ and $\frac{1}{4}$ inch. Sizes: 4 x 4, 6 x 6, 9 x 9 and 12 x 12 inch.

Amtico "GRANITE" Rubber Tile

A perfect simulation of granite or terrazzo flooring. Soft . . . quiet . . . non-slip. EXCLUSIVELY AMTICO! Two Thicknesses: $\frac{3}{16}$ and $\frac{1}{4}$ inch. Sizes: 4 x 4, 6 x 6, 8 x 8, 12 x 12 and 24 x 24 inch.

Amtico Rubber Tile in PLAIN Colors

A full array of the popular solid colors . . . brilliant . . . fascinating . . . for unusual effects. Three thicknesses: $\frac{1}{8}$, $\frac{3}{16}$ and $\frac{1}{4}$ in. Sizes: 4 x 4, 6 x 6, 9 x 9, and 12 x 12 inch.

Trent MARBLEIZED Sheet Rubber Flooring

Same rich sheen and fresh colorings as Amtico Marbleized Tile. Easy to lay . . . inexpensive . . . a sturdy fabric backing for years of extra wear. Two thicknesses: $\frac{1}{8}$, and $\frac{3}{16}$ inch. 36 inches wide. 25 yards (approx.) to the roll.

Trent Sheet Rubber Flooring • PLAIN Colors

Thoroughly practical in every respect . . . especially attractive with contrasting borders or inlays. Two thicknesses: $\frac{1}{8}$ and $\frac{3}{16}$ inch. 36 inches wide. 25 yards (approx.) to the roll.

Trent Sheet Rubber WALL Covering

New . . . colorful . . . sanitary . . . unusually smart for both residential and commercial buildings. Fabric backing. Easily applied to any type of wall. One thickness: $\frac{1}{16}$ inch. 36 inches wide. 25 yds. (approx.) to the roll.

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